

▲ Who should attend?

- New-comers to the petrochemical industry.
- Employees who have been recently put in a new commercial position, or who need to manage commercial people, customers or suppliers, bankers, etc.

▲ Duration

2 days

▲ In-house Course

▲ Conditions

To be agreed upon

▲ Course Coordinator

Thierry Ferrer

Ref. **EG/MSP**

MARKETING AND SALES OF PETROCHEMICALS

OBJECTIVES

To provide the participants with the basic tools in marketing and sales for the petrochemical industry.

On completion of the course, the participants will:

- know how to conduct a successful commercial career;
- have been given the benefits of 25 years of operating experience in the sales, marketing and business management of petrochemicals.

COURSE CONTENT

MARKETING RESEARCH 0.25 day

Sources and use of data, statistics, consultants, reporting services...
Cases studies.

PETROCHEMICAL PRICING 0.5 day

The different pricing systems used by the petrochemical industry, pricing mechanisms for contracts, elements influencing contract prices.

KEY ELEMENTS OF A SUCCESSFUL SALE 0.25 day

Making a sale, volume and price definition, delivery conditions, payment terms...

MANAGING SALES 0.25 day

The various selling options, the selection and use of agents and distributors, the sales office, customer targeting, getting the edge in a commodity business, trade marks, competition rules.

ESTABLISHING A PETROCHEMICAL CONTRACT 0.5 day

The internal vs the external work, the role of a lawyer, contract development, use of standard sales agreements.

Review of the various contract clauses that may be included in a petrochemical contract, based on specific industry experiences.

Examples of appropriate contract writing will be provided.

PREPARING FOR A NEGOCIATION 0.25 day

Market analysis, definition of objectives, design of the pricing strategy, implementation, the practical tips...